

weddings

Unveiled®

Inspiring Style for Southern Weddings

Weddings Unveiled® Magazine
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MEDIA KIT



Weddings Unveiled®... unveiled.

Weddings Unveiled® sprang from the minds of Terri Ireland, a wedding planner, and Brooke Thomas, a fashion photographer, both native to the South. They were bored by the bland, cookie-cutter content of local wedding publications and imagined a beautiful magazine reflective of the South's modern sophisticate that would appeal to smart, contemporary brides. Inspired by Brooke's passion for all things fashion, Terri's event design skills, the talents of their peers and the beauty of their homeland, they created Weddings Unveiled®, one of the most stylish, fashion-forward wedding publications in the country. They shrugged off the traditional approach of timelines and veil lengths, instead focusing on combining New York and European ready-to-wear and bridal runway fashion with the chic style and infinite charm found in the Southern states. The magazine's glossy, coffee-table design, stunning covers, vivid imagery and sophisticated manner appeals to today's intelligent, modern bride and provides a brilliant marketing platform for the wedding industry's most talented designers and professionals.

Weddings Unveiled® is *everything* weddings, with editorials characterized by a fresh, edgy take on classic style. Weddings Unveiled® covers are spectacular, invoking a sense of intelligent beauty with dazzling images and a clean, modern masthead. Weddings Unveiled® is a study in visual splendor, showcasing inspired design in décor, flowers, cakes and more, while featuring the work of masters in modern wedding photography whose images are moving, timeless and beautiful. Weddings Unveiled® writers are witty, entertaining and often irreverent, writing on a variety of subjects ranging from dreamy dates to dress disasters. Exclusive destinations for weddings and honeymoons both in the United States and abroad are covered by writers exploring every aspect of the finest in luxury properties, from service and accommodations to cuisine and spa. Weddings Unveiled® sets fashion trends with exquisite, clever styling based on an extensive knowledge of current fashion and fashion history, combining the work of the most innovative ready-to-wear and bridal designers with details and accessories from one-of-a-kind vintage to just-off-the-runway. Each issue features a selection of real weddings from across the South and destinations, focusing on details and imagery, highlighting the extraordinary talents and vision of some of the country's most inspiring wedding professionals.

Welcome to Weddings Unveiled®... the finest resource for inspired wedding style.





Weddings Unveiled®... vitals.

Weddings Unveiled® is the only magazine of its kind, tailored to benefit professionals working regionally in the South, yet also appealing to national advertisers, such as designers, event planners and national retailers for its concentrated distribution and newsstand presence in the South's booming cities. Weddings Unveiled® offers the greatest value for your advertising dollars in a single publication, with advertiser advantages reaching far beyond that of any local magazine and more focused than a national magazine. Weddings Unveiled® maintains a concentrated local, city and regional presence in the South, reaching more brides in all areas of your local and city market. As an added bonus, with its national distribution in major bookstore retailers, Weddings Unveiled® also reaches brides who are planning destination weddings in the South's beautiful cities and coastal areas. Saturated distribution gets your advertisement in front of as many brides and grooms as possible, both locally and regionally, with the added prestige of national newsstand distribution in major retailers.

Like the look of Weddings Unveiled®? Everyone else does too, including including the smart, sophisticated bride who will find you within its pages. There's no doubt that Weddings Unveiled® is different from other bridal magazines - it's a standout. The impeccable style of Weddings Unveiled® is as important as its great distribution and its dazzling look dominates newsstands. The two combined gives your advertisement the audience you want.

Weddings Unveiled® is a glossy, coffee-table book with a sophisticated 9 x 11 size for greater newsstand presence and more page room for larger, more visible ads. It is perfect bound and printed quarterly in Winter, Spring, Summer and Fall.

DISTRIBUTION:

Distribution of approximately 80,000 + copies annually, with saturated distribution in the Southern United States and national newsstand distribution in retail chains such as Barnes & Noble, Books A Million and more. Weddings Unveiled® is a combination of newsstand distribution and distribution through mailings, subscriptions and requests, public places and professional offices, plus distribution at key wedding events and bridal shows throughout the Southern states. Weddings Unveiled® is sold on newsstands and thousands of copies are distributed in invaluable public place locations such as our advertiser's storefronts, hotels, salons and spas, wedding-related businesses, bridal gown boutiques across the country and professional offices. Many thousands of copies are given directly to brides at bridal shows in key cities and destination wedding cities throughout the Southern states. The Winter issue enjoys the most bridal show distribution, with the largest shows of the year held during this time in nearly every one of our city markets. Weddings Unveiled® is given to brides at wedding shows and wedding events in cities such as:

Charleston, SC . Asheville, NC . New York, NY . Richmond, VA . Atlanta, GA . Charlotte, NC . Miami, FL
Nashville, TN . Birmingham, AL . Raleigh, NC . Memphis, TN . and many, many more!

Distribution at bookstore, grocery and pharmacy chains and supermarket chains includes:

Barnes & Noble . Waldenbooks . Books A Million . Target . Wal Mart . Harris Teeter . Food Lion . Bi Lo . Eckerd . CVS . Walgreens . Kroger .
Publix . Hastings . B. Dalton . Ingles . Kerr Drug . Lowe's Foods . Bookland
Independent Bookstores & Newsstands . and many more!

WEDDINGS UNVEILED® ONLINE:

The content of each print issue of Weddings Unveiled® and its print advertisements are shared online on our website for the duration of each issue, offering a fantastic supplement to our print advertising and giving our print advertisers a spectacular value in combined print and online media. The advertisements in the online edition of each issue of Weddings Unveiled® also link to each advertiser's website, offering an additional opportunity for Weddings Unveiled® advertisers to reach more brides. The Weddings Unveiled® Blog is a celebration of all things wedding, with content presented in the same sophisticated format found in our print editions. It has captured the attention of thousands of readers and is widely read by brides and wedding professionals alike. We have combined and linked our website and blog for greater efficiency in online marketing, giving our blog readers the opportunity to peruse our print content, while also giving our website visitors the opportunity to explore our blog. Our resources page also lists and links to all our print advertisers in one convenient location and is shared by our blog, giving our print advertisers the advantage of reaching all our online visitors. For greater online presence with Weddings Unveiled®, we offer blog and website advertising options. For more information, please email advertising@weddingsunveiledmagazine.com.

Weddings Unveiled® on Twitter:

@wueditor
@unveiledblog

Weddings Unveiled® on Facebook:

www.facebook.com/weddingsunveiledmagazine

Social Media Stats:

The Weddings Unveiled® main Twitter account, @wueditor, currently has more than 16,000 followers, with thousands of additional followers for the Weddings Unveiled® blog Twitter account, @unveiledblog and staff Twitter accounts. Weddings Unveiled® has over 5,800 Facebook fans on our Facebook page at www.facebook.com/weddingsunveiledmagazine.

weddings
unveiled[®]

Inspiring Style for Southern Weddings



\$4.95 US
DISPLAY UNTIL MARCH 31st



www.weddingsunveiledmagazine.com

WINTER 2011

Print Advertising Rates

FREQUENCY	1x	2x	4x
Full page	2700.00	2500.00	2200.00
2-page spread	3700.00	3500.00	3300.00
½ page	1700.00	1500.00	1200.00
¼ page	1100.00	1000.00	900.00

PREMIUM POSITIONING

Inside front cover	n/a	n/a	2700.00
Inside back cover	n/a	n/a	2700.00
Back cover	n/a	n/a	3500.00

Rates listed are per each advertisement insertion. Payment in full for one-time (1x) contracts are due with the contract. Payment for the first ad in a contract for multiple issues (2x or 4x) is due with the contract. Payment for remaining ads in the contract will be invoiced and payment will be due by the invoiced due date. Premium space has limited availability. 2x or 4x contracts are for consecutive issues only. We are happy to accept payment by check or card. Payment by check should be mailed to PO Box 4538, Mooresville, NC 28117. All rates listed are the same for either black & white or color ads.

DIRECTORY OF RESOURCES LISTINGS:

A single listing in the magazine's Directory of Resources is provided complimentary for print advertisers. Directory listings will be placed in one category of your choice. Additional category listings may be purchased for an additional \$50 each per issue. Resource directory listings in the magazine are available for purchase by non-print advertisers for \$150 per issue for a 4x contract only. The Directory of Resources for every issue appears online on the Weddings Unveiled® website and is linked to the Weddings Unveiled® Blog for the duration of the issue. Please note that categories may be changed or added as needed.

Directory listings include the following 4 lines:

Name of Business
Phone Number
Website OR email address
Location (City, State) OR Area (for example: Southeast, Piedmont, USA, etc...)

For more information regarding advertising, please email advertising@weddingsunveiledmagazine.com or call 866.316.7888.

CLOSING DATES:

ISSUE	CLOSING DATE	ON SALE DATE
Summer 2012	May 11th, 2012	July 1st, 2012
Fall 2012	August 10th, 2012	October 1st, 2012
Winter 2013	November 9th, 2012	January 1st, 2013
Spring 2013	February 8th, 2013	April 1st, 2013

Advertising contracts and ad materials are due by closing dates. Closing dates are subject to change without notice and on sale dates are approximate.

Website and Blog Advertising Rates

All website and blog advertising orders are based on periods of three months that coincide with Weddings Unveiled® print issue periods. Rates listed are per each three-month advertisement period. Website advertising is available for 2x (six months) or 4x (one year) contracts. Print advertisers under current contract receive a 50% discount off website and blog advertising rates. Website and Blog advertising has limited availability. Blog and website tile positioning cannot be guaranteed.

Frequency	2x	4x
Website Tile on Main Resource Directory Page	175.00	150.00
Website Tile on Vendor Category Page	100.00	75.00
Blog Tile	250.00	225.00

Website Tiles and Blog Tiles are 2 inch by 2 inch graphic tiles that are displayed on designated areas of the Weddings Unveiled® website or the Weddings Unveiled® Blog and link to the advertiser's website or blog. Website Tile and Blog Tile advertisers must be approved by Weddings Unveiled®. Website Tile and Blog Tile advertisements require the submission of a graphic tile for display by the advertiser which is subject to approval by Weddings Unveiled®.

Payment for the first ad in the contract is due with the contract. Payment for remaining ads in the contract will be invoiced and payment will be due by the invoiced due date. We are happy to accept payment by check or card. Payment by check should be mailed to PO Box 4538, Mooresville, NC 28117.

Website Tile and Blog Tile Ad Specifications (in inches):

Website Tile and Blog Tile ads must be sized to the exact measurements specified below. Any ads that are incorrectly sized will be returned to the advertiser for correction.

Website and Blog Tile Ads - 2 x 2 at 72dpi

The Website Tile and Blog Tile size is 2 inches by 2 inches square at 72 dpi. Incorrectly sized ads will be returned to the advertiser for correction. Positioning requests shall be given full consideration, but the publisher cannot be held liable for failure to accommodate any request. All copy, text, images and illustrations are subject to the approval of the editorial team and the right is reserved to reject any material that is inappropriate or incompatible with the character or style of Weddings Unveiled®. Weddings Unveiled® reserves the right to exclude any ad that has not been paid for in full by the due date of the payment. Graphic tiles for Website Tile and Blog Tile advertisements may only be submitted digitally via email and must be a jpg file with a very descriptive name that is specific to the advertiser (i.e. "amazingweddingprofessionalwebtile.jpeg").

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CLOSING DATES:

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Summer 2012	May 11th, 2012	July 1st, 2012
Fall 2012	August 10th, 2012	October 1st, 2012
Winter 2013	November 9th, 2012	January 1st, 2013
Spring 2013	February 8th, 2013	April 1st, 2013

Please note that all advertising contracts, payments, materials and artwork are due by the above closing dates for their corresponding issues. Please note that closing dates are subject to change and that artwork and materials for ads created by Weddings Unveiled® may have earlier deadlines for each issue. If you have any questions, please contact Weddings Unveiled®.

weddings
unveiled™

Inspiring Style for Southern Weddings

\$4.95 US
DISPLAY UNTIL DECEMBER 31ST



www.weddingsunveiledmagazine.com

FALL 2008

MEDIA KIT

Print Ad Specifications

Please read the following ad specifications carefully.

Full Page Ad Specifications (in inches):

Full Page – 9.25 x 11.125 (includes $\frac{1}{8}$ inch on all sides for trim)

Full page ads must be sized exactly as specified above and all live matter (type, etc...) should be kept at least a $\frac{1}{4}$ inch within the trim size of 9 x 10.875. Any ads that are incorrectly sized or that appear to have live matter within or too close to the trim edge will be returned to the advertiser for correction.

Two Page Spread – 18.25 x 11.125 (includes $\frac{1}{8}$ inch on all sides for trim)

Two page spread ads must be sized exactly as specified above and all live matter (type, etc...) should be kept at least a $\frac{1}{4}$ inch within the trim size of 18 x 10.875. Any ads that are incorrectly sized or that appear to have live matter within or too close to the trim edge will be returned to the advertiser for correction.

Half Page and Quarter Page Ad Specifications (in inches):

Half page and quarter page ads must be sized to the exact measurements specified below. Any ads that are incorrectly sized will be returned to the advertiser for correction.

$\frac{1}{2}$ page horizontal – 8.25 x 4.875

$\frac{1}{2}$ page vertical – 4 x 10

$\frac{1}{4}$ page vertical – 4 x 4.875

Digital Ad Requirements

We are happy to accept digital ad files for ads via e-mail, sent to advertising@weddingsunveiledmagazine.com. If your digital ad file is too large to send via email, please contact your sales representative or send an email to advertising@weddingsunveiledmagazine.com to arrange an alternate method of digital ad file delivery. Ads are due by the closing dates specified for each issue. The digital ad file must be saved as a pdf or jpg file with a very descriptive name that is specific to the issue in which it is scheduled to appear (for example: "amazingweddingprofessionaladwinter2012.pdf"). Ad files must have a resolution of 300 dpi and be the exact size of the ad space. Incorrectly sized ads will be returned to the advertiser for correction. All colors must be converted to CMYK. All fonts must be embedded. Full page ad specifications include $\frac{1}{8}$ inch for trim on all sides and live matter (type, etc...) should be kept at least $\frac{1}{4}$ inch from the trim edge on all sides. Exact color reproduction is subject to the limitations of the color printing process and we are not responsible for exact color matching. Some differences must be expected and accepted by the advertiser. Perfect alignment across the gutter of two page spreads is not guaranteed. Placement requests shall be given full consideration, but the publisher cannot be held liable for failure to accommodate any request. All copy, text, images and illustrations are subject to the approval of the editorial team and the right is reserved to reject any material that is inappropriate or incompatible with the character or style of the publication. Weddings Unveiled® reserves the right to exclude any ad that has not been paid for in full by the due date of the payment.

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